

Aesthetic surgery update

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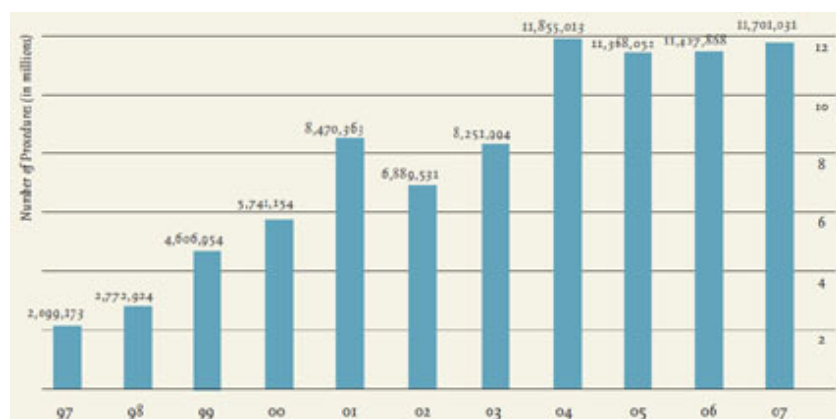
Other key developments

Despite the credit crunch, the market for cosmetic procedures is flourishing. WGSN talks to some of the world's leading experts about the latest trends in surgical and non-surgical treatments.

Aesthetic plastic surgery, which also includes non-surgical treatments such as Botox and fillers, is **one of the beauty industry's most thriving trends.**

The US is still the world's biggest market, seeing 11.7m procedures in 2007 alone, at a cost of \$13.2bn. **This is a 457% increase over 10 years,** according to the American Society for Aesthetic Plastic Surgery (ASAPS).

Yet the actual percentage of the population getting "something done" remains fractional. "In the UK it's something like 0.3%," says Rajiv Grover, consultant plastic surgeon and secretary of the British Association of Aesthetic Plastic Surgeons (BAAPS). "But the number of people that could benefit from it if they were willing is practically everybody, so clearly **the potential for growth is enormous.**"



US cosmetic procedure figures 1997-2007, ASAPS

Indeed, many of the factors traditionally putting people off surgery - such as **safety, cost and the stigma attached** - are now being addressed, encouraging more and more people to consider the idea.

As Wendy Lewis, author of *Plastic Makes Perfect*, says: "**Our tolerance for imperfections continues to shrink** as advancements in cosmetic treatments offer promises of beautification and age reversal."

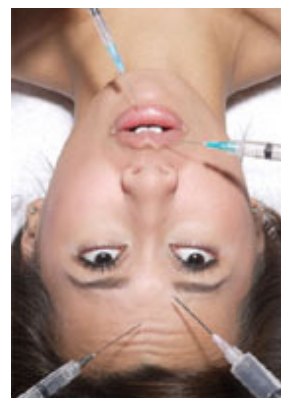
Anti-ageing

Lewis, known as the "Knife Coach", says one of the most daunting factors for potential customers is the sheer number of available procedures these days. "It can be overwhelming to be **bombarded by so many choices...** [people] need guidance to navigate the jungle of options on offer," she says.

Not surprisingly, **anti-ageing remains one of the most significant concerns** and the number of preventative options out there have been growing rapidly. Nowadays, however, the "look" people want is changing.

"The new face that women want today is natural, age-appropriate and soft. The telltale signs of intervention are a definite turn-off now," Lewis agrees. "The attitude is more like **'facelift as last resort'**. They are still having lifts, but they are more subtle, less pulled and drastic. It's a sea change in the realm of cosmetic surgery - less is more."

Dr Olivier de Frahan is a leading French plastic surgeon based in Paris and London whose surgery clients have included Toyah Willcox (author of *Diary of a Facelift*). Renowned for his "natural look" results, he notes that while younger women make requests to look like Angelina Jolie for example, in



Fact file

- The US saw 11.7m procedures in 2007 at a cost of \$13.2bn (ASAPS)
- Non-surgical procedures have risen by 754% since 1997, compared to just 114% for surgery (ASAPS)
- Improvements in safety and cost, technological advancements and a reduction in stigma are all helping to grow the industry
- Anti-ageing is one of the biggest areas with people opting for a "volume over stretch" look
- Non-surgical fillers teamed with facelifts are helping to achieve this
- The global credit crunch will affect the industry in 2009 but a "rebound phenomenon" is expected to set things right in 2010

We love...



The beautification engine

A new computer programme developed in Israel that uses a mathematical formula based on 234 measurements between facial features to change someone's original appearance into a theoretically more attractive version, as reported in *The New York Times*.

terms of anti-ageing and surgery **the key desire now is for something more natural.**

"**Restoration of volume** is one of the biggest trends at present," he explains. "A full face, like a baby's face, represents youth far better."



Many A-list celebrities are rumoured to have undergone some sort of cosmetic procedure

Grover provides an apt analogy: "Imagine a plum is a healthy young person's face: a prune is a wrinkly old face - if you pull the skin of a prune it doesn't look like a plum. You've got to **give back some volume**, and the ability to combine giving back volume with tightening the face means that you can now rejuvenate the face in a more holistic and natural way."

It is developments in the field of non-surgical treatments that have facilitated this.

"Ten years ago there was nothing between a facelift and a face cream whereas now you have a whole load of **non-surgical treatments that come halfway between a beauty treatment and a surgical operation**," says Grover.

Used in tandem with a facelift, non-surgical fillers like Restylane or Sculptra can help create the desired full, rejuvenated facial look.

Non-surgical

In the US, ASAPS reports that non-surgical procedures (which cover everything from Botox and fillers to laser treatments and skin peels) **have risen by 754% since 1997**, compared to just 114% for surgery. The two now make up 82% and 18% of the market respectively.

Says Lewis: "When plastic surgery is not an option, but make-up and over-the-counter moisturisers do not seem to be sufficient, fillers can be a great choice. There are **more minimally invasive options** today with the advent of injectable wrinkle fillers and laser technologies.

"There is nothing more gratifying for patients in search of an anti-ageing plan than to experience the immediate correction of facial wrinkles as a result of the injection of a dermal filler. The 'wow' factor is unsurpassed."

Recovery time is also shorter and fees cheaper for this procedure. However, the effect is only temporary, but solutions to that are being developed.



Before and after pictures of the Sculptra filler, as carried out by Dr Ravi Jain at the Riverbanks Clinic in East Hyde, UK

Contacts

American Society for Aesthetic Plastic Surgeons (ASAPS)

www.surgery.org

British Association of Aesthetic Plastic Surgeons (BAAPS)

www.baaps.org.uk

US Food and Drug Administration

www.fda.gov

Independent Healthcare Advisory Services (IHAS)

www.independenthealthc...

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Plastic Surgery Associates

www.psauk.org

DepiCool

www.depicool.com

Rioblush

www.rioblush.com

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Grover explains it is also now understood that **fillers have biological activity**, so in addition to plumping up a wrinkle, scientific evidence shows these substances in the skin also cause the body to make more collagen, a factor itself that helps in the quest to combat ageing.

Botox also remains popular. Last year it saw **worldwide sales in the region of £600m** and UK sales have grown by 700% over five years.

Meanwhile, fractional lasers like Fraxel are a newer alternative. Gentler than CO2 lasers, they target issues such as fine lines, stretch marks, acne scars and hyperpigmentation. And while the face continues to be a target area, **such treatments are also being used increasingly on hands, necks and the décolletage.**

Boobs, bums and tums

Needless to say, other more obvious areas of the body for cosmetic enhancement remain a focus. **Non-surgical treatments have now spread to the bust** for example, thanks to the introduction of **Macrolane**.

According to Tatler magazine's 2008 Beauty & Cosmetic Surgery Guide, after three years of testing in Japan **this new filler - which uses hyaluronic acid**, the same technology as Restylane - has just been given European approval, and is taking off Stateside as well.

"Macrolane involves a local anaesthetic injection to the breast, so the patient is awake. You can inject up to about 100ml, which would take someone who was maybe an A cup to a small B. So **it's not for breast enlargement as much as breast shaping**," says Grover.

There is also the process of injecting carbon dioxide under the skin to lift the breast, as with the new **RioBlush Riolift Breast Intentions** treatment.

While carbon dioxide itself has been utilised in this manner for centuries, Brazilian company RioBlush has refined it so that it is administered at room temperature from a machine through a tube to a needle with its CO2 RioJuvenation System by RioBlush product. **The result is improved oxygenation of skin layers**, which means fewer fat cells, skin tightening and improved circulation.



The RioBlush injection used on the face

Launched earlier this year for use on other parts of the body including the face, the treatment has only just started being used to lift the bust. It is currently being trialled around the world and is **awaiting approval from the US Food and Drug Administration (FDA)**.

Meanwhile, **Macrolane is also being used to enhance the buttocks**, and in some cases the balls of the feet - to help women with walking in high heels.

Liposuction is another established trend. As Dr Carlos Fernando Gomes de Almeida, one of Brazil's leading plastic surgeons, explains: **"Lipo is one of the most revolutionary techniques for plastic surgeons in the last 40 years."**

The premium surgery choice in South and North America, new developments lie in its refinement of instruments used.

"The cannula, which are the tubes we use to perform liposuction, were quite broad before, but **have now been refined so that instead of performing liposuction, which to put it crudely was hoovering out the fat, now it's**

more lipo-sculpture - which means that if we go near the skin, which we need to do to get a nice shape, we don't see ridges on the surface," says Grover.

There is also **SmartLipo**, a laser treatment designed to contour rather than drastically reduce size. The heat of the laser, which is on the end of a probe inserted into the relevant area, liquefies the fat, which is then absorbed by the body. Another choice, **UltraShape**, alternatively uses ultrasound waves to break down fat in a similar manner.

Skincare

Needless to say, the market increasingly sees **cosmeceutical skincare ranges** launched as alternatives to such fat-busting treatments or anti-ageing pursuits.

For example, as WGSN previously reported in Cultural analysis: cosmetic transformation, **Elizabeth Arden's Prevage line** is a collaboration with Allergan, the makers of Botox.

Meanwhile, this month also sees **NuBo**, a new cosmeceutical line launching exclusively in Harrods. Based on four Cell Dynamic formulas (using patent pending technology), the 11-product range claims to **convert internal free radicals back into oxygen**, stimulating a process of continued skin renewal. As a result, a positive cycle of "self-maintaining cellular rejuvenation" is triggered, helping skin to behave more youthfully.



Prevage

NuBo

Inevitably there are also "miracle" ingredients marketed, ranging from snake venom and snail secretion to shark oil essence and bird excretion.

Grover however insists that **the most important elements of personal care are really far simpler**. He includes a moisturiser with an SPF, an exfoliator to "take away dead cells and encourage new skin to form", and products with ingredients such as vitamin C to soak up free radicals and reduce the ageing process, as among the most important.

Lewis agrees. "When I do a skincare consultation with my clients, I always like to see them using **a range of good quality high-tech ingredients that have scientific validity**, such as peptides, retinol, selected antioxidants, and alpha or beta hydroxy acids where appropriate."

"Topical skincare is always in a state of transition from clinical or pharmacological ingredients to mass or drugstore brands. **We can expect more drugstore brands to capture market share from premium cosmetic brands**, especially as the economy slides," she adds.

The future

The global credit crunch will inevitably also have an effect on the rest of the cosmetic surgery industry.

Grover explains however that Malcolm Paul, a past president of the ASAPS, studied how in previous recessions rather than not having something done, **people first put their plans on hold and then went ahead and carried them out anyway** after an average waiting period of six months.

"In 2001, with the dotcom bubble, or in 1992, it was found that although there was a slight reduction in cosmetic surgery procedures over a year period, the following year there was **a rebound phenomenon** and there was slightly more as people that were putting it on hold came back online again. So **even if 2009 is a little quieter, we expect to see rather more than**

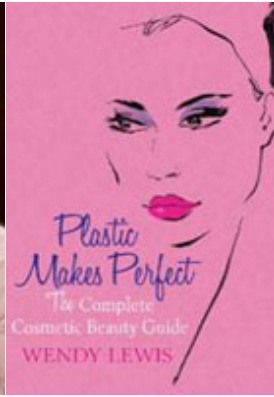
average in 2010," says Grover.



Rajiv Grover



Wendy Lewis



Plastic Makes Perfect by
Wendy Lewis
Publisher: Orion
ISBN: 0752888390

He also expects this cycle to relate more to surgical treatments, explaining that **cheaper non-surgical procedures won't be hit as greatly** because "people still want them to feel a little bit better about themselves". After all, lipstick, champagne and chocolate all sell better in tough economic times.

To conclude, this industry remains a growing one. And **with new technology being worked on constantly, as well as developments in safety, growth looks set to continue.**

More specifically, Lewis says: "Without a doubt, **technology is driving the aesthetics industry.** We can expect a topical Botox that really works in 2010, two more neurotoxins for wrinkle-relaxing in the next year that will gain acceptance, and more dermal fillers launched."

Click through above for our round-up of a few other developments to watch for.